

**MEETING OF THE FORT LAUDERDALE  
COMMUNITY REDEVELOPMENT AGENCY  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
CITY HALL**

**TUESDAY, SEPTEMBER 21, 2004**

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Chairman Naugle called the meeting to order at approximately 1:46 p.m. Roll was called and a quorum was present.

Present: Chairman Naugle  
Commissioner Teel  
Commissioner Trantalis  
Commissioner Hutchinson  
Commissioner Moore

Absent: None

Also Present: City Manager – George Gretsas  
City Attorney – Harry Stewart  
City Clerk – Jonda Joseph

**Fort Lauderdale Central Beach Streetscape Program – Schematic Design Plans**

**Motion** made by Commissioner Moore and seconded by Commissioner Trantalis to approve the Schematic Design Plan for the Fort Lauderdale Central Beach Streetscape Plan.

Mayor Naugle asked if the State funding was still intact.

Chuck Adams stated the funds were intact, but were in jeopardy and the plan would put them in the position that they could proceed with the streetscape, and get the first phase done in the CRA with their funds, and be able to draw down on monies for acquisitions for the 3 + 2 plan. He advised they were proposing to borrow \$12 Million, and when that money was reimbursed, they were going to ask the Commission to reallocate those funds for Phase II of the Streetscape Plan which was outside of the CRA boundaries. He proceeded to introduce the Chair of the Beach Redevelopment Advisory Board who wanted to say a few words. He advised they had a 20 minute presentation available if the Commission desired to view it.

Ina Lee, Chair of the Redevelopment Advisory Board, stated that the Board had reviewed the Schematic Plan at both their June and July meetings, along with review of the budget at their July meeting and a special meeting held in September. She advised the Board had unanimously approved both the Plan and the budget. She proceeded to introduce Paul Kissinger of the EDSA who make a presentation of the new and exciting things that were going to be happening on the beach.

Paul Kissinger, EDSA, announced that Chad Burnell of EDSA was also present today, along with Keith Reid of Keith & Schnars.

Mr. Kissinger stated that he would provide some background about the project, and then discuss the world class destination resort, and what the Urban Land Institute had spoken about the schematic districts, along with recommendations.

Mr. Kissinger stated that on November 5, 2004, a master plan had been prepared and presented to the City Commission, which included collecting base information, site analysis, along with a preliminary master plan. He explained that it had outlined a series of design initiatives or what they referred to as a "palate of improvements," which addressed gateways, entrances, streetscape, landscape medians, intersection treatments, intracoastal overlooks, site furnishings, and a variety of other elements. Then, a series of sketches were developed showing such improvements in an attempt to eliminate the vast amounts of asphalt on the beach. He stated that the master plan looked at areas for planning purposes only which made sense from a geographical standpoint of areas.

Mr. Kissinger further stated that they had looked at the area north of the Bonnet House for possible gateways and streetscape improvements. He added they also looked at the North Beach Residential Area, CRA, the Central Beach Area, and residential to the south. He stated that improvements for those areas would cost about \$10 Million. Since then, they had met with staff and the Beach Redevelopment Advisory Board and had submitted their preliminary schematic in June. He stated they submitted their final design on August 25, 2004.

Commissioner Moore stated he had no indication as to where the funds were coming from for the entranceway improvements.

Chuck Adams stated that the improvements outside of the CRA boundaries would be funded by taking out a loan through the CRA in the second or third quarter of this fiscal year in the amount of \$12 Million. He explained that would allocate the transportation improvement project known as the 3 + 2 alignment south of Las Olas. He stated further that the acquisition cost for that project was about \$12 Million. He explained further that was an eligible CRA project which had been recognized in the adopted plan. He stated that when the State reimbursed the City for an equivalent amount, they would then ask the City to reallocate those funds for the second phase of the project. He explained that this would be structured as a grant.

Mr. Kissinger stated that they had some discussion with DOT to see if it passed their test which it had appeared to do so. He explained more work had to be done on the language allowing this.

Commissioner Moore stated that the City Attorney's office needed to be involved now in the drafting of such language because if they were going to begin utilizing the CRA dollars, it would have an impact on the CRA boundary. He continued stating if they were granting dollars for street improvements inside the CRA, he did not think it should be looked at as a loan.

Mr. Kissinger further stated that he was going to explain what would be included in the final schematic design package, which set the stage for the detailed design. In the

Master Plan, he explained they had identified the intersection of Sunrise and A1A as a primary opportunity for a gateway statement, and the landscape would be cleaned up. He stated the biggest problem was that everything was asphalt. He proceeded to show renderings of what the area would look like with the proposed improvements. He explained they were not making any traffic improvements, and only aesthetic improvements. He stated they were recommending to place another portal at the end of Sunrise. They realized there might be some permitting issues involved, but they wanted to continue the wave wall and beach revitalization to create another portal.

Mr. Kissinger stated that Keith & Schnars had been involved with the alignment of Birch Road, and he proceeded to show drawings of the improvements for that area. He further stated that one of the issues which arose during the review process was existing parking. Due to all the asphalt in the area, he explained that people were parking everywhere because there was not enough parking available. He stated they were suggesting angled parking. He explained that people were striping right-of-way for parking. He stated they had determined that there were about 119 spaces that were being utilized for illegal parking.

Mayor Naugle stated that he would prefer if they used the term non-conforming parking instead of illegal parking. He added that it might not be illegal parking in all cases.

Mr. Kissinger further stated that it was parking that was in the roadway and should not be taking place. He reiterated that such parking was unsafe. He stated that the purpose of the streetscape improvements were not to kick anyone out due to insufficient parking, but to improve the quality of life on the Barrier Island, along with the aesthetics. He continued stating that they wanted to address the needs of the residents regarding parking, eliminate the non-conforming parking which created unsafe conditions, and to create aesthetically pleasing areas within the beach.

Commissioner Trantalis asked what were they proposing regarding parking in the right-of-ways. Mr. Kissinger stated that he had a solution which was to take back public right-of-way that was being used for parking in areas where they could do streetscape improvements, and then putting the parking back in right-of-ways where it would fit. By putting in such spaces, he explained they had come up with an excess amount of parking for the areas. He stated the "H" pattern was angled parking within the medians. He stated there were a variety of streets where that could be done, such as Bayshore, Riomar and Antioch. He added that they had arrived at about 283 spaces, displacing about 119, with a net gain of about 164 spaces.

Mayor Naugle announced that at a later date, the Commission would have the ability to assign a portion of such spaces possibly through monthly permits so residents could reclaim some of the spaces at a nominal expense. Therefore, the problem of non-conforming parking could get resolved.

Mr. Kissinger further stated that it was an operational or management issue, and he reiterated that the parking spaces would be available.

Mayor Naugle stated that when they were doing the one-way pair on the beach, at first they thought something could be done on Bayshore and Birch and make a connection, but the one-way pair would have eliminated a lot of the non-conforming parking so a new

road had been created because they could not deal with the problem at that time. Now, they were beginning to deal with the problem.

Chuck Adams stated that the Mayor was right on target with his comments, and that was the research that needed to be completed. He continued stating that the hoteliers would prefer that the parking not be metered, but from a standpoint of enforcement and control this needed to be done.

Mr. Kissinger stated that this was the only "hiccup" they had in the presentation, but he believed that through the process the issue would get resolved.

Mr. Kissinger further stated that the next phase would take them further south and look more at the Central Beach. He explained that one of the things they looked at in regard to waterfront development was that any time they had a window to the water that the City owned, they wanted to maintain it. He explained there were 3 windows to the water on Saville, Sebastian and Valencia that presently were a dead-end with a guardrail, and would be the last areas anyone would want to go to in order to view the water. He stated they felt there were opportunities within the right-of-way to create passive parks, small landscape areas with a possible gazebo.

Mayor Naugle stated they were not actually parks and probably could be called overlooks.

Mr. Kissinger continued stating that going south they looked at Las Olas Boulevard and Seabreeze. He proceeded to show on a map the parcels owned by the City, and locations where improvements could be made. He stated that there were also opportunities available for signage elements.

Mr. Kissinger stated that in regard to the Seabreeze and A1A alignment, they were part of the improvements being proposed in the Keith & Schnars transportation improvement project. Originally, in the Master Plan they had looked at putting a landscape boulevard in, but they were not permitted to do that from a traffic standpoint. He explained they would clean up the area with special landscaping and paving. He stated that changing the materials for the turn lane would help to improve the streetscape from Mayan Drive up to Las Olas. He stated they wanted to replace the wooden sign and add other signage elements, and work through the interpretation of the beach wave wall unifying it as the main gateway signage, along with secondary signage for the smaller medians.

Mr. Kissinger further stated that in regard to gateways, they had looked at Sunrise and 17<sup>th</sup> Street. For Sunrise, he explained they looked at columns, shell wrap, wave wall, and the City logo welcoming everyone to the beach. He explained that one of the icons of the City was the beach which was a world-class destination. He stated they needed to build on that as it related to primary signage.

Mr. Kissinger advised that in regard to secondary gateways, they looked at the Sebastian lot by Seabreeze Boulevard, Las Olas as one went over the bridge, and Seabreeze Boulevard at the A1A split.

Commissioner Moore left the meeting at approximately 2:10 p.m.

Mr. Kissinger continued stating that this would repeat the design element of the beach wave wall. He proceeded to show renderings of what such improvements could look like. He stated that in addition to the signage, they felt it was important to have way-finding kiosks, along with some potential additional seating. He reiterated that many things were occurring at the beach.

Commissioner Moore returned to the meeting at approximately 2:12 p.m.

Mr. Kissinger stated that they felt the kiosks would work well in directing people to the interests on the beach. He felt this could help tie in the identity of the beach and organize it more. He stated the other key piece would be regulatory signage which would help unify the beach. He gave Lauderdale-By-The-Sea as an example of such signage. He stated that the ULI had looked at districts based on a 1200' radius circle which was a comfortable walking distance, and found epicenters to make thematic districts. He stated they felt naming the districts would dilute the brand of the beach. He explained if they wanted to brand something, they had to be consistent with the brand. Since 1989 the beach had been the Fort Lauderdale Beach, the World-Class Destination Beach. He stated it was important to look at the entire beach as a destination and not to subdivide it into districts. By using kiosks and way-finding signage, they would be able to direct people to areas of interest on the beach, but yet everyone was still going to the beach. They needed to build upon the existing brand and utilize the icon of the wave wall, the shell wraps, signage elements, and the primary and secondary signage. He stated it was important to have a way-finding system which would help re-emphasize the brand of the beach. He stated all these elements would reinforce the brand of the beach as a world-class destination.

Mr. Kissinger concluded that they had a variety of improvements for the beach, and it was important to build upon what had been done by the City during the last 15 years making this a world-class destination resort. The next steps would involve working through contracts, negotiations, and detailed designs for Phase I.

Ina Lee proceeded to introduce some of the other Beach Redevelopment Advisory Board members who were present at today's meeting.

Commissioner Trantalis stated that this was in his district and he was pleased with the proposed project. He continued stating that they would be able to now identify where the "birthday money" would go which had been raised for the purpose of landscape improvements. He believed they had designated the overlook at Sebastian Street as the area they were going to improve.

Chuck Adams stated it would be the area of the handicap island and the lot had recently been redesigned.

Commissioner Teel asked if they had considered anything that would be appealing to skateboarders. Mr. Kissinger added that would be in the next phase of design when they looked at materials. He explained there were two trains of thought on that matter. He stated that urban spaces were for individuals to enjoy, and skateboarders were people. Their challenge was to design something that would not be destroyed by the skateboarders, but yet they wanted to attract people to the beach.

Joseph Hessmann stated that the wall was in section and each section had a groove, and if they filled in that groove it would discourage the skateboarders. He stated people would still be able to sit in the area and enjoy the view.

Commissioner Moore stated he was concerned about Sunrise and A1A. He clarified that they were not discussing a change to the traffic flow to that area. Mr. Kissinger stated there were no improvements to be made regarding the traffic flow. Commissioner Moore suggested that flag poles be used at the entranceways and at the foot of the bridge near the Galleria. He asked that this be reviewed and considered.

Ina Lee stated that one of her major thrusts had been that creative energy go in to having a very identifiable entranceway. She stated that the wave wall was an icon which was seen internationally and they should expand on that feature. She reiterated that they would consider the suggestion regarding flag poles.

Mayor Naugle stated that the financing plan relied on the DOT and the CRA funds. He felt if there was a shortfall, this would be a project to initiate a small assessment on property owners. He stated this was similar to what had been done in Harbor Beach and on the Galt Ocean Mile. He felt the assessment idea could just serve as a back-up plan.

Commissioner Trantalis stated that could be discussed later on, but reiterated that he had full faith in the CRA Director. Chuck Adams stated he was comfortable they would make things work, but it could be a back-up plan if something went wrong.

Mayor Naugle remarked it would be a tiny fraction of the overall cost, but it would be in keeping with what had been done in other areas.

Commissioner Teel stated that she felt it would challenge the individuals choosing the materials to be used to keep in line with the budget.

Roll call showed: YEAS: Commissioner Teel, Vice-Mayor Trantalis, Commissioners Moore and Hutchinson, and Chairman Naugle. NAYS: None.

**Motion** made by Commissioner Moore and seconded by Commissioner Hutchinson to approve the FY 2004-05 combined and individual CRA operating, debt service and capital budgets, including exhibits a through c. Roll call showed: YEAS: Commissioner Teel, Vice-Mayor Trantalis, Commissioners Moore and Hutchinson, and Chairman Naugle. NAYS: None.

There being no further business to come before this Board, the meeting was adjourned at 2:22 p.m.

